



# WAC Journal

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A Bi-Monthly Publication of the  
**Willamette Apple Connection, Inc.**  
An Apple II & Compatible User Education Group  
P. O. Box 7252 . Salem, OR 97303-0053 . (503) 585-0811

## FEBRUARY MEETING INFORMATION

The meeting is scheduled for February 18, 1987, with a starting time of 7:00 p.m.. The meeting will be held on the Chemeketa Community College campus, in Building 2, Room 112.

The meeting subject will be **TELECOMMUNICATIONS SOFTWARE**. We will have "Talk Is Cheap", a "shareware" telecommunications program, available to distribute.

### Wanna Beta?

Apple is looking for a few good beta testers. To become a tester, all you need is an Apple IIe, IIc, IIs, or Macintosh and a modem. It's that simple. Interested applicants should be willing to spend two to three hours a week testing the beta product and provide feedback and suggestions via questionnaires, phone interviews, and bug reports. If you are interested in becoming a beta tester, please send your name, address, phone number (specify day or evening), age, User Group name, and type of computer (Apple IIe, IIc, IIs, or Macintosh) to:

Samuel Project  
10355 N. DeAnza Blvd., M/S 37R  
Cupertino, CA 95014

User Group members selected to participate will be notified by mail; those not selected may be contacted for future testing.

Your request must be received by April 30, 1988.

### Improved Access to the User Group Community

The Apple User Group Connection happily announces the conversion of our User Group database to a relational database program. This means that we will be better able to direct appropriate developers, prospective members, and other User Group advocates to you. We will also be able to respond more quickly to changes in your groups by having a faster update mechanism and less lost mail, and can get more timely information to you. The new system is currently being installed, and we look forward to sharing its benefits with you in the near future.

## The Government Connection

Our tax dollars are supporting the purchase of computers, including Apple systems, in government. So we think you might want to know how these systems are being used.

This column is designed to keep you in touch with interesting updates regarding Apple in government. If you have questions on Apple's government program or government User Group activities, write to Joan Tabb, Program Manager for Government and Business User Groups, who will be contributing to this column on a regular basis. Contact her at AppleLink: TABB1, or at the Apple User Group Connection, M/S 36AA, 20525 Mariani Ave., Cupertino, CA 95014.

Did you know that Apple has a Government Affairs group, alive and well in the Washington, D.C. area?

Bill Poulos, Manager of Government Affairs, explains that the group serves mainly as a lobbying base for end-user concerns, monitoring public policy issues and local, state, and national legislation that affect Apple Computer and its customers. As such, their work puts them in direct contact with Apple users and the User Groups who represent them. Bill says that User Groups "have a tremendous grass-roots input and are a great asset to Apple's efforts to gain presence in the government arena." That's why Bill is working to incorporate User Groups into his program, where he feels they can really have an impact on Capitol Hill. One example: Current legislation is being proposed by the FCC to raise rates on interstate telecommunications services. This is a hot issue on which User Groups can really make a difference.

What is Apple doing to bring government User Groups together?

This month, Apple will bring key government User Groups together in a first-time-ever conference designed to explore the special issues of Apple User Groups in a government setting. The User Group Connection and other Apple personnel will meet with leaders of the Apple government User Groups to learn more about their special programs, services, and opportunities in the government environment. This conference should initiate an ongoing dialogue between government User Groups and Apple.

With a smile . . . A flyer appearing in several locations at the Pentagon: "MS-DOS. Just Say No." And the Pentagon User Group takes full responsibility. Hummm. A sign of affection, or a sign of the times?

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#### **WAC JOURNAL**

The WAC Journal is published bi-monthly. Authors should submit their copy via MODEM to the Salem Public Library BBS (Apple SIG), in Binary II form; or mail a diskette with the article written in ASCII text file form, AppleWorks or Apple Writer files by the 7th of the month. Hard copy should be mailed by the last day of the month preceding the publishing month.

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#### **MEETINGS**

The Regular Membership Meeting is held on the third Thursday of the month, with a start time of 7:00 p.m.. The meeting is held on the Chemeketa Community College campus, in Building 2, Room 112. The general public is invited to attend.

#### **Bringing Products to Market: Apple Shifts Gear**

Changes are afoot in Apple's marketing organization and it all has to do with a new group called Product Marketing. The establishment of this group marks a turning point not only in how Apple develops and markets its products, but in how Apple responds to its customers. In short, Apple is putting more input into output. Here's how.

Until recently, Apple's overall product direction and strategy was driven by R&D without the benefit of a centralized product marketing group. According to Kirk Loevner, the manager of Product Marketing, "Over the last few years, we build the kinds of things we knew we needed to build—we opened up the Macintosh architecture, added color capability and larger screen options to the Macintosh, improved the graphics and sound capabilities of the Apple II family, and added other things we knew were needed by the marketplace." Today, however, things are not so clear-cut. "We're at a point now where we have a lot of different directions to choose from. We need to have a clearer idea of what our customers want and the directions our customers want us to go. That's the reason we formed this group. Our job is to get a better handle on our customer needs and to provide a set of inputs to R&D so that our future products reflect those needs."

That job involves getting input from a variety of information channels, including the customers themselves. Besides direct customer contact through Advisory Councils, meetings at Apple's headquarters, and face-to-face contact in the marketplace, User Groups are seen as an important source of information—important enough, in fact, for Kirk to include a consultant on his staff to explore ways of working directly with User Groups. "User Groups are people who have the most loyalty to Apple," says Kirk, "and they're the ones who use our products the most. They also have a lot of great ideas. We want to make sure that we hear those ideas and cycle them through R&D so that our future products can incorporate some of their suggestions." Kirk emphasizes that while direct customer contact is important, it is only one channel among many for obtaining the information they need. The reason is that most end users have no way of foreseeing whole new applications and uses of products that new technology could bring about. "If you asked a customer three years ago what they would want to do with their personal computers, no one would have said, 'I want to do publishing from my desktop,'" Kirk explains. "That wasn't something people even thought of three or four years ago. It was a combination of factors that led to the creation of this new market. One factor was the introduction of new technologies, like laser printing and Macintosh technology, that let users manipulate text and graphics on the desktop. The other factor was the end user need. Very few users foresaw the marriage of these technologies and end user needs."

That's why Kirk's group also works closely with Apple's resellers, sales force, developers, dealers, and others. The group is currently exploring new ways to get information, such as through application labs and focus groups who beta-test new technologies.

The advantages of obtaining this kind of feedback to influence product development are obvious. The end users benefit by getting the kind of products they need, and Apple benefits by reaching more customers in more market segments. The final result is that Apple becomes more responsive to the people it serves. And that benefits everyone.

## 1987: A Year in Review by Ellen Leanse

It hardly seems possible, but it's true-with this issue of Quick Connect, we close the door on 1987 and open it to the new opportunities awaiting us in 1988.

In many ways, 1987 took all of us by surprise. We started off with a relatively simple challenge: how to build on the program we commenced in 1986. We ended with issues of far greater complexity: how to serve a rapidly changing User Group community, and how to position the User Group Connection for a vital, ongoing role in a new Apple-an Apple addressing a broader realm of users and user solutions than in any year before.

### You've Changed

The profile of the User Group community has changed dramatically this year. Last year, we classified nearly all known groups as local ones-traditional User Groups functioning in communities, open to the public, and offering a variety of services. In the last twelve months, a considerable number of specialized, private User Groups have been established, significantly changing the complexion of the community we serve. The following table says it all.

User Groups by Interest Area (1986 | 1987)  
Community/Local: 541 | 623  
University: 86 | 93  
Business: 38 | 65  
Government: 1 | 10  
Special Applications: 47 | 61  
Total: 713 | 852

As the nontraditional segments grew, we sought ways to address their unique needs while still building our outreach to community groups across the country. In reaching out, we involved groups of all kinds in events such as AppleWorld (sm) and the User Group University that followed it, in functions at the MACWORLD Expo(R) and AppleFest(R), in several regional User Group meetings and a national event in Dayton, in an Advisory Council representing diverse User Groups, and, perhaps above all, in our monthly communications exchange.

### We've Changed

Because you've changed, so have we. In September of this year, we officially joined forces with Apple's Developer Co-Marketing group-an entity that had already proven itself of great value in bridge-building with Apple's third-party development community.

We drove our move into this group because of the parallels between their needs and those of the User Groups we work with: communications, development, and involvement in major programs, to name a few. We also felt that Developer Co-Marketing shared similar goals, such as our commitment to weaving our constituency-developers and User Groups-permanently and integrally into Apple's fabric.

In addition, the Connection staff has doubled to meet our new challenges. Last January, we were a team of three: Cathy Hoolihan, Phyllis Farnam, and me. Cathy went on to evangelize the User

Group message to the Apple dealer community, while Phyllis planted her feet on the ground and watched her responsibilities grow.

Since then, we've added staff dedicated to specific types of User Groups: Joan Tabb for Government and Business groups, Judy Chang for Community User Groups and Apple Computer Clubs, and a soon-to-be hired manager for University-based User Group programs. Phyllis champions User Group communications and events, and I continue my work in developing the relationship between Apple, User Groups, and the audiences we serve.

The team is backed by Terry Mock, our valiant Area Associate and overall great supporter, and-at least till his Master's degree lures him back to Ohio-Ken Eddings in Special Projects.

Lots of changes in just twelve months!

### Summary

Apple is more committed than ever to developing our rapport with the User Group community. And the Connection is optimally placed and staffed to fulfilling that commitment. We anticipate less change and more forward momentum than in the last year, and feel ready to work as a team towards our common goal. 1988 will be the third year that Apple has had a Connection with you, the User Group world. And all of us-Phyllis, Joan, Judy, Terry, Ken, "TBH" (and Apple acronym for "To Be Hired"), myself, and the many people at Apple who support our cause-know it will be the best year yet.

Best wishes for a happy, fulfilling New Year,

Ellen Leanse

Program Manager and Chief Evangelist  
The Apple User Group Connection

### In Apple's History . . . DECEMBER

1976-Apple I computer boards are now sold through ten retail stores in the U.S.-from San Francisco to Chicago to New York.

1977-First year sales close at \$774,000.

1980-Apple goes public with 4.6 million shares at \$22 per share. Every share is bought within minutes of the offering.

1981-Apple achieves a \$1 billion annual sales rate.

1983-The Apple III+ is announced and the ImageWriter is introduced.

1984-Michael Jackson is presented with a Macintosh at the end of his "Victory Tour" in Los Angeles.

1985-Apple buys 14 pages of advertising in USA Today, all of them focusing on the Apple IIe and IIc.

1986-Over 200,000 AppleTalk(R) networks are now in place, making it one of the world's most preferred local area computer networks.

Apple's Man from France:  
Jean-Louis Gasse

"At dinners where I'm buttonholed by people . . . , I am no longer simply Jean-Louis Gasse, forty-three years old, vaccinated, married, father of three children, lover of puns, music, and California, curious about rhetoric and psychoanalysis, a voracious magazine reader, a math freak who wandered into the business world. I am, rather, an emanation of Apple; I represent a function, a culture, a technology."

And, one might also add, the future. As Senior Vice President of Research and Development, Jean-Louis is the architect, the inspiration, and the driving force behind the technological innovations at Apple. As a technologist par excellence with the sensitivity of a poet, the probing mind of a philosopher, and the worldview of a visionary, few are better equipped to help shape the future of personal computing than the man from France. While his eyes may be focused beyond the next generation of computers, his feet are firmly planted in the real world of here and now, his ears listening to the feedback, ideas, and suggestions of today's Apple users. That's the message we got when we visited Jean-Louis at Apple headquarters for an exclusive interview for Quick Connect. We asked for his views on User Groups, their future, and, of course, the future of personal computers. He gave us a potpourri of insights into today and tomorrow. Here they are.

What is your attitude toward User Groups today?

I've always prized User Groups, both personally and as a manager at Apple, because I believe they are very connected to our company, to our roots. After all, Apple was born at the Homebrew Computer Club. Pooling the knowledge of special interest groups helps our customers value their computers, and that's very basic and very important.

Also, I think that User Groups have some less direct functions. A lot of good ideas are coming from User Groups. We get a lot of good feedback from them. Sometimes they have suggestions and ideas that show trends, uses in personal computing that we, with our blinders, might not see. The most excited people get into User Groups, so you have an exaggeration of market feedback, but then you can read some tendencies that you couldn't read otherwise if you only had the law of averages applying.

Steven Jobs was quoted as saying that as computers become simpler, there will be no need for User Groups. What do you think is the future of User Groups?

Were computers to become that simple! The problem is that each time you make a computer, assuming that you don't increase its complexity but make it simpler, you're going to reach more people of less proficiency. So the need for the benefits of the User Group in some ways remains forever as you reach parts of the population that do not have the same skills in using computers as the early adapters.

Are you saying that computers will become simpler?

It so happens that there is no such thing as a computer becoming simpler at constant power. The power of computers escalates, so the number of things you can do with them escalates. And in some ways, computers are becoming more

complicated even though we try to engineer them to compensate for that. We're in a phase where the complexity of the computer is growing, but I would argue that if the power the user needs grows faster than the complexity, you have a problem. With a little bit more complexity, users might have more things to contend with, but they will get much more done. And they will see that it's a good deal for them. Right now, we are in that phase with the Macintosh II and the Apple IIgs(R) computers. Our newer computers are more powerful and in some ways more complex, but our customers don't seem to be disappointed by that. But there is still simplicity. That's what I like about the SE. When I travel, I sometimes take an SE, and all I have to do is plug in the power cord, the keyboard cord, and I'm in business. This is great. Another example is the Macintosh II. We don't call it a Mac II for nothing. There's a heritage there—you have more configurations like the Apple II. But although it's more configurable and thus more complex, it is not more difficult to use. Actually, we tried to do things in the Mac II to make things easier to configure. For instance, you can put any card in any slot without telling the computer where anything is. It's that easy to configure. There are no dip switches to tell it your disk drive is in slot 6 or 7. And the compatibility of the cards is guaranteed by the Nubus(TM) protocols. If you observe the protocols, you are guaranteed that the cards will work together. We are putting some higher-level protocols in place so that you can have multiple processors on multiple cards, and there will be a way to coordinate their work so they all cooperate.

In your book written in 1985, you predicted that the Apple II would acquire more memory, speed, disk storage capacity, better color, and graphics with better resolution. You predicted that the Mac would acquire "brothers that would continue to develop its charm." All of this happened. What's next?

The example I use and continue to use is the Honda Civic. Actually, I have just been vindicated by Honda. Their new Civics look like the old Civics, but they improved the suspension, they rounded some corners, they sharpened this, they changed that, and they put a little more pep in the engine. That's what we're going to do with the Macintosh computers. The Honda Civic is a good metaphor for the Macintosh. Honda proved that you don't have to be a giant to beat General Motors. But I worry much less about the competition than I do about the customer. My worry is how do we take care of the customer, what can we do to please the people who feed us, not what the competition is doing.

In your book, you implied that 5th-generation computers will not have artificial intelligence. Why?

I didn't mean to say that artificial intelligence will never happen. What I'm saying is that the applicability to our business in the near future is not there. Artificial intelligence right now is unable to do simple things. The simple things are very sophisticated. One example is a spelling checker. Why aren't there any good spelling checkers? Because spelling needs to understand content. Checking spelling has to understand the language, otherwise it won't know the difference between "her" and "here." There is no technology today that can deliver 99.999% or more accuracy,

because it needs to understand such breadth of context.

Still, there has been a lot of progress with artificial intelligence. There are expert systems which are vertical applications that allow you to store some knowledge that is easily translatable into simple algorithms. We can expect that our computers will someday have an inference manager built into the operating system, but it won't check spelling any time soon. And it won't translate English into French any time soon either, because we don't understand language in and of itself.

Many users tend toward the low-end machines. But we've heard concerns expressed that Apple's marketing seems to be emphasizing the high-end business machines. Could you comment on this?

We are not emphasizing business at the expense of something else. Apple is very strongly committed to education, for instance, and in the home market. What we want to emphasize is the office at home. Again, let me take the example of the Honda. Honda was the cheapest car at one time. Now it's not. But customers keep buying Hondas in great numbers. So now you have people buying Yugos. That's OK. You can make Hondas, you can make Yugos. You can't be all things to all people.

Right now, I've been beating my own brains for two and a half years figuring out how to make a \$1,000 retail Macintosh. There's no way we can do that. Why? Because we enriched the user interface, we put HyperCard(TM) out, we put the MultiFinder(TM) out. People don't want anything less. They don't want a Mac Junior. There's a certain quality of what we want to implement, how we want to implement things. In general, our standards, regardless of our lapses, are such that we don't feel we can make a good business making Yugos. That's only my opinion. But the customers seem to agree, if you look at the numbers. In the end, it's a business, and the free market votes. That doesn't make the other machines bad at all, and I really mean it. But Apple is different. We have different criteria, different margin structures, so we can feed a lot more money into R&D and service and support. That is a style of the company that goes with the style of the product.

What is the most exciting thing about your job?

The most satisfying part is working for a very good group of people. I admire them. I have this incredible, deep satisfaction that, my God, this is what I wanted to do. Never in my life have I felt stronger that I'm working for an organization versus them working for me. That's very nice. That's what I like most.

How would you like to be remembered?

I'd like to be remembered as having helped people succeed. That is my success. What deeply satisfies me is when I see people succeed because of a number of factors of which I am one. I can look across the street to Aclis and see some of that as well. But I'm just a factor. They did it. I didn't. Sometimes, as long as I'm not an obstacle to my people's work, I am earning my living!

If you had one thing to say to User Groups, what would it be?

To Macintosh users, I'd say use HyperCard. This is the greatest thing since Macintosh. When I went on sabbatical for seven weeks in France, I took a Mac II, a Mac SE, two modems, and a LaserWriter(R) Plus to do some serious hacking—something I can't do during my life here, because between my work and family, I don't have much time for hacking. There, I could stay up till 3 AM and not worry about tomorrow morning's staff meeting. I discovered that the combination of HyperCard and HyperTalk(TM) is one of the best things that happened since the Macintosh. HyperCard can really have an impact on how we as human beings empower ourselves intellectually.

To everyone, I say this: User Groups can weigh on us to do things, and they can do things for themselves by really getting the best out of their machines. That, we cannot do for them. And when they do that, there's going to be a change in the culture, a change in certain forms of literacy, and a change in the way we work. There's going to be a change in the way we communicate, the way we learn things, the way we enjoy knowledge. In the end, what do we do on earth? We do very few things. We structure our time and create meaning. And User Groups can have an impact on that and I hope they realize this. When you make computers, you want them to be used as well as they can be. Emotionally, that means a lot to us at Apple.

Everything You Need to Know ...  
(But Were Afraid to Ask Your Kids)  
...About Computer Learning

That's the title of a 26-page guide for educators and parents recently published by the Software Publishing Association (SPA). The guide is filled with information about how computers are being used in schools and at home and answers many questions on software applications and selection criteria. Apple Computer Clubs is able to offer a maximum of 10 complimentary copies of this guide to each User Group who mails a request (that includes the name of your User Group) to the address below. But hurry! Supplies are limited.

User Group SPA Booklet  
Apple Computer Clubs  
5000 Park Street North  
St. Petersburg, FL 33709



## Apple Computer Clubs Are Growing Up!

by Judy Chang

And growing up with them [the Apple Computer Clubs] are an estimated 100,000 student club members from kindergarten through high school in every part of the country and even overseas. Thanks to Apple Computer Clubs (ACC), all these children are growing up with first-hand knowledge of Apple computer technology. Now in its fifth year, the ACC supports and serves several thousand Apple Computer Clubs formed by schools, community groups, libraries, and User Groups. And the number is growing.

These clubs give kids a chance to learn about computers, share their discoveries, and participate in a variety of events that build leadership skills and offer recognition for high achievement. The clubs help create a dynamic educational environment in which everyone benefits the student members as well as the club advisors. And you don't have to be a teacher to start an Apple Computer Club. Any adult with an interest in computing can sponsor a club or serve as a club's advisor. For a nominal annual registration fee with the ACC, each club advisor receives:

- o the Apple Computer Clubs Handbook on how to organize and run a club and keep interest high
- o the Apple Challenge Awards Program Workbook that outlines a merit award program and describes various computer activities in which students can earn recognition and awards (Challenge certificates and pins) for their work with computers and computer applications
- o a quarterly newsletter and timely bulletins updating club advisors on the latest news in educational computing and ACC activities across the country, plus reproducible student and parent newsletter/activity sheets
- o 30 student membership cards, 200 Apple stickers to use as student rewards, a quarterly "resource file" with valuable educational computer material, and money-saving software offers
- o opportunities to participate in computer contests sponsored by educational software developers and the annual ACC-sponsored Merit Competition (offering such prizes as Apple computers and trips to Washington D.C.)
- o a toll-free telephone number (800-237-4410) for assistance and information on setting up and effectively running an Apple Computer Club

Soon to join the list of membership benefits is a software program\* and accompanying activity sheets, specially designed for ACC advisors and their student members. Available during the winter term, the program will contain practical utilities and imaginative activities (complete with reproducible activity guides) designed to generate enthusiasm and promote computer learning.

The Apple Computer Club materials and activities are broad-based, extensive, and age-appropriate. Starting a club is a great way to help kids learn more about computers, win recognition and some fabulous prizes, and have fun together. Wouldn't your User Group like to join the growing family of Apple Computer Clubs by starting an ACC Special Interest Group? Your ACC-SIG members will be able to participate in everything ACC has to

offer, and will automatically be linked to an active and supportive network of educational computer enthusiasts. Moreover, you may find the information contained in the ACC membership material valuable in organizing and serving the computing needs of your own User Group! For membership information and how to sponsor an Apple Computer Club, call toll-free (800) 237-4410.

Judy Chang is Apple's Program Manager of Apple Computer Clubs a job she's held since early 1986. Under Judy's guidance, the program has become a valuable support and marketing vehicle for Apple in the K-12 education and consumer markets.

\* Produced by SOFTDISK, Inc.  
606 Common Street  
P.O. Box 30008  
Shreveport, Louisiana 71130-0008.

## The Home Connection by Judy Chang

"Computers in American Life" is a topic that covers a lot of ground. It's also the name of a contest for student members of registered Apple computer clubs and their parents.

Sponsored by Apple Computer Clubs, the contest is designed for parents and children to create projects that illustrate how personal computers are used in American life and how computers have changed lives in America, whether for learning or productivity in schools, at work, or at home.

Through the "Computers in American Life" contest, Apple Computer Clubs creates an opportunity to increase awareness among parents of the integration and significance of computers in everyday life, the potential of computers in the future, and the value for educating themselves and their children about computers. And of course, parents will have as much fun as their children designing their projects and competing for such prizes as an Apple IIgs, software, savings bonds, and other goodies.

Do members of your User Group have children who belong to an Apple computer club at their school? Why not encourage these parents to find out for themselves what "Computers in American Life" is all about? For complete contest guidelines, judging criteria, and prizes, have them write "Computer in American Life" Contest, Apple Computer Clubs, 5000 Park Street North, St. Petersburg, FL 33709. Deadline for entries is April 30, 1988.

## The Power of the People Apple's Home Market

Who buys more Apple(R) computers than any one else? Who first put Apples in the schools and on the desktops of America?

The same people who made the Apple logo the second best recognized logo in the world: individuals. People like you who got behind Apple technology and told everyone and anyone who would listen. You proved the power of the people. Today, individual purchasers buy more Apple computers than business, more than educational institutions, and more than government.

First Apple empowered individuals by giving them access to computer technology and information. Now, individuals are empowering Apple by representing the largest unit volume market Apple addresses. But then, the individual has always been the center of Apple's universe, according to Bill Larson, Apple's manager of the Home Marketing group (formerly Consumer Marketing). In fact, selling to individuals is precisely what sets Apple apart from other Fortune 500 computer manufacturers.

Today, individuals represent Apple's second largest revenue center, and in terms of rate of sales, they've made Apple the largest single computer manufacturer in the consumer market. "It's really the individual that has made Apple so successful," says Bill, "and because my group markets to individuals, I think we represent a lot of the heart and soul of Apple."

Who are these individuals who make up the home market? In short, they are parents with children who use computers in school, and anyone who does work at home. Home learning and the personal office are the major reasons why people buy personal computers. "It's a complex market," says Bill, who points out that just on the business side, there are over 20 million people who do work at home—the non-self-employed who bring work home from the office, and the self-employed who operate their businesses from home. The latter group alone includes entrepreneurs and salespeople; the whole service industry of freelance creatives—writers, artists, video producers; and home business networks like Avon, Mary Kay, and Shaklee. "These people are twice as likely to own a home computer as the general population," says Bill, "and if they own one, they are twice as likely to own a modem. They also spend 50% more on software and peripherals than the average computer user."

How do you reach such a broad spectrum of people? By offering them the solutions they all need. "Our new solutions approach represents a major shift in how we communicate with the home market," explains Bill. "Home business, home learning, and home publishing are all applications desired by individual users working with developers and dealers. We want to build momentum for true home solutions. You'll see us doing more and more of this kind of thing—reaching out to the third-party community while communicating with the customer about what the specific components of the solution really are. We're working with our dealer channel to ensure that the total solution is available at the point of purchase."

Another way to reach home users is through a resource Bill considers worth its weight in gold: User Groups. "They are our real evangelists," claims Bill, "because they are out there demonstrating the positive word of mouth that drives this business. That's worth more than an extra million dollars for advertising or 100 more salespeople. Why? Because User Groups are so effective as Apple advocates."

"User Groups are the opinion leaders of the industry," Bill continues, "and as such, we need to be more tapped into them in terms of what we do well, what we can do better. I plan to go and speak with User Groups directly. I think that kind of personal interaction is valuable. They need to hear from the horse's mouth, so to speak, what Apple is doing, and we need the feedback about whether it's what the marketplace wants."

To help Bill implement his marketing plans, Apple has given him the largest program budget of any marketing group in the company and the go-ahead to triple his staff next year. In fact, if the Home Marketing group itself were a stand-alone company, it would be in the Fortune 500—and larger than Compaq Computer. Obviously, Apple's commitment to the home market has not been eclipsed by its success in other markets. As Bill puts it, "Our roots are in the individual, and we haven't lost touch with our roots."

## Special Education Gets an Assist

Computers can have a dramatic impact in helping disabled individuals realize their full potential in communicating, learning, working, and playing. Now you can too, with the help of a new special education resource guide developed by DLM/Teaching Resources and Apple Computer. Apple Computer Resources in Special Education and Rehabilitation is the most comprehensive collection of Apple-related resources of its kind in print today.

The guide includes: (1) information on how computers can affect the lives of disabled students and adults; (2) descriptions of more than 1,000 products, organizations, and publications that exist to support disabled individuals using Apple computers; and (3) an alphabetical listing of more than 400 product manufacturers, organizations, and services.

The guide, which retails for \$19.95, is available exclusively to Apple User Groups at a 10% discount if ordered before April 30, 1988. To order your copy at this special price, send a copy of this article along with your name and billing address to DLM, P.O. Box 4000, Allen, TX 75002.

The guide is the most comprehensive collection of Apple-related resources of its kind in print today.

## CLARIS Tackles a Game Plan

One day you're cheering from the sidelines. The next day you own the team and the stadium! That's how the 20 Apple employees felt when they made the move to Claris Corporation, Apple's new software spinoff company. And according to Kyle Mashima, Claris's director of product marketing, that move spells good news for everyone concerned for them, and for thousands of Apple software users.

For the Claris recruits, the good news was suddenly finding themselves in center field after being "sidelined" in a hardware company. Formerly known as the Apple-labeled software group, they represented a very small part of the total \$2 billion business of Apple. Since Apple sells more dollars in LaserWriter(R) printers than in software, "that put our group somewhere in the same league with the cables," explains Kyle. "Now, we are the core of the organization. It's equivalent to becoming the Macintosh CPU product manager at Apple."

Bill Campbell, president of Claris, is very positive about the new company's prospects, but even more positive about the organization. "With Kyle's product marketing group moving over to Claris virtually intact, we have a veteran team with enormous software experience. This gives us a great start and will allow Claris to be a real company much sooner."

Along with the visibility of having a company of their own, the Claris team can now pursue all the software activities they couldn't do in the land where hardware was king. "It's the completion of the process," says Kyle. "In the traditional Apple world, it was one of those situations where you went through the pregnancy and the labor but you never got to raise the child. Now, we'll be able to do the rest of it. When the product is done, we'll be able to openly promote it through advertising and major promotions. We'll also be able to competitively position our products something we could not do at Apple because of the evangelism and support for the third-party software community. And now, we can measure our success in real-dollar terms and get the user feedback we need. After working on a product for the usual 18 to 24 months, we'll now see it brought into the light of day."

And bringing products into the light of day is, of course, the primary goal of Claris. The starting lineup includes five Apple-developed products: MacWrite(R), MacPaint(R), MacDraw(R), MacProject(R), and AppleWorks(R). These products will soon be joined by a variety of programs currently in development, as well as a number of third-party products already under contract. Kyle claims that already, the company has been contacted by over a hundred developers, although only a handful of applications for new products are being considered. "We're looking for high-quality, solid products that have broad market appeal," he says. While he declines to give us a hint about what some of these new products might be, Kyle is candid about one commodity Claris will be providing: software support.

Support is the good news Claris brings to all users of Apple-labeled software. In the past, Kyle was frequently asked by User Groups why

Apple didn't provide more support for their software products. "Apple's support system and policy is to use the dealer. This is fine for hardware, but the industry standard for software is direct phone support from the publisher. We've lobbied hard to get direct support for software, but it's been very difficult. Consider the following scenario if we had an Apple Software support line: A person calls the software support line and asks a hardware question. Are we supposed to refer them back to the dealer? Again, as part of Apple, it's very difficult to separate hardware from software. Claris, as an independent software entity, is free to create a different structure to support our business. Not only will we have direct phone support, we will be better able to respond to user needs by updating software in a timely fashion."

That means that the Claris brand of support will include more than a customer service hotline users can call for software help. Claris customers will be on the receiving end of product upgrades and revisions, and they will get them far more quickly than in the past. "We're not sharing engineering resources," Kyle explains, "and we don't have to justify why we want a revision done anymore. We have the staff and the system to do it."

Kyle admits that the company's direct exposure to the user community is both "scary and good." As he puts it, "There will be a lot of things coming directly at us that we didn't get before. But at the same time, it's good because we have dedicated resources to deal with it and we need the user feedback. From a business standpoint, it's imperative to support the customer base. You don't have a complete product unless you can help the customer all the way through it. And we plan to be right up in the top companies as far as our ratings go for customer support."

In addition to scoring big wins in product support, Claris hopes to provide assistance to User Groups as well. "We plan to have open discussions with User Groups and support them in whatever ways make sense. We really want to understand the needs of the user community so we can provide it with the best possible products."

Right now, the company is busy planning the corporate structure, developing marketing strategies, completing the ongoing products, and moving into their new headquarters at 440 Clyde Avenue, Mountain View, CA 94043. When asked for the date of the big Claris kick-off, Kyle wouldn't be pinned down: "We won't do that until we're ready to provide the complete package not just new products, but support as well, with the staff in place. When everything is together, we'll launch at that time, but not before."

OK, Kyle. We'll be waiting!



## Face the Music with Apple's New MIDI Interface

by Tim Knight

On January 15, Apple Computer introduced to the music world its own MIDI Interface at the NAMM show in Anaheim, California. NAMM (the National Association of Music Merchants show) was the perfect place for Apple to enter the music market. It was here that developers and musicians who had been using Apple computers for years got their firsthand look at the software packages and equipment that could make any Apple IIGS or Macintosh a music powerhouse.

Apple's isn't the first MIDI interface on the market, but then, MIDI hasn't been around very long, either. In fact, it didn't even exist until about 1983.

The acronym MIDI stands for Musical Instrument Digital Interface, and that very nicely sums up just what it is. MIDI connects computers to electronic musical instruments, which can range from keyboards to violins to guitars and saxophones. Because the computer can serve as the "brain" behind the music while the instrument serves as the "brawn," MIDI can marry these two devices so that together they can serve as a musician's workstation, a music teacher, or a digital recording studio.

### Origins of MIDI

The MIDI standard came about when a group of manufacturers decided that without a communications standard to connect their respective instruments to one another, the electronic music market would be in disarray and a whole lot smaller than it could be. Despite the fact that these companies were in competition with one another, they cooperatively developed a standard interface that all of their instruments (mainly electronic keyboards) would abide by.

The original purpose of MIDI, therefore, was to connect keyboard instruments to one another. For example, you could spend a lot of money on the highest quality keyboard (called a "master keyboard"), and connect it to other keyboards that produced better sound. The master keyboard could control the other keyboards, and the musician could not only play music through any instrument he chose, but he could also change the sound that any keyboard used directly. The days of musicians running around on stage from one keyboard to another were over.

Since the MIDI interface was electronic, people soon discovered that they could connect their computers to the instruments as well. Not only could the computer send information to the keyboard, the keyboard could send information back to the computer. This meant that a computer could contain an entire 15-track masterpiece in memory and replay it through the keyboard with all of the sounds, special effects, and timing that the original musician used. The computer could also store any sounds and send them to the keyboard through MIDI, giving a musician literally thousands of sounds from which to choose.

Because the keyboard could also send information to the computer, the computer could monitor what was happening on the keyboard. For instance, the computer could display a short song for a student to play, and the student could try to play it on the keyboard. If he got it right, the computer congratulated him, and if he got it wrong, he could try again. The same held true for ear training and learning to read notes.

### Apple's MIDI

Throughout Apple's history, there has been a growing number of people interested in using their Apple computers for music. The original Apple II could play some basic songs and sound effects, and, for its time, it did a remarkable job. Third-party developers soon produced cards for the Apple II to further enhance its musical abilities, allowing it to play many instruments at once for more complex songs.

When MIDI was introduced, things really began to happen in the world of computers and music. Quite a few developers produced MIDI interfaces and software for both the Apple II and the Macintosh computers, and electronic music specialty magazines grew in popularity. After the Apple IIGS was introduced, it became clear that Apples were the computers of choice for professional musicians, composers, and music educators. It happened that the Apple IIGS computer's 15-voice sound chip became one of its most popular features. That's when Dave Wilson of Apple's Advanced Technology Group decided to take the final step. Late in 1986, he developed Apple's MIDI Interface.

What Dave created was a MIDI interface that could connect an Apple IIGS or any Macintosh to a MIDI-compatible instrument. And even though a MIDI is a MIDI is a MIDI, Dave's had some real advantages for the user. It was small (if you didn't know better, you might think it was an AppleTalk connector). It didn't need a power supply. And it was compatible with most of the MIDI software that was already available.

The Apple MIDI Interface comes with the basic accessories you need to connect your Apple IIGS or Macintosh to a MIDI instrument, including:

- o The interface itself, which is small enough to carry in your pocket
- o The two MIDI cables to connect the interface to the instrument
- o The peripheral cable needed to connect the interface to the computer

There's also a growing list of music software currently available. For professionals, some popular Macintosh choices are Professional Performer from Mark of the Unicorn, Master Tracks Pro from Passport Designs, and Sequencer 3.0 from Opcode Systems, and Sound Designer from Digidesign. If you're more interested in experimenting with or learning about music, try Music Construction Set from Electronic Arts or The Music Studio from Activision, both of which work on the Apple IIGS.

### Did You Know?

The Apple logo was designed in 1977 by Rob Janov, a Regis McKenna art director.

Steve Jobs used to get his birthday presents early. In February of 1982, his picture appeared on the cover of Time magazine—just nine days before his 27th birthday. The following year, his picture appeared on the cover of Fortune magazine—two weeks before his 28th birthday.

The Macintosh was announced at Apple's third annual shareholder's meeting on January 24, 1984. The year before, Apple had announced two new computers: Lisa and the Apple IIe. The millionth Disk II was produced in January of 1983.

## WordPerfect Releases New Version

WordPerfect Corporation has released a new version of WordPerfect for the Apple IIGS. WordPerfect version 2.0 is an upgrade of the word processor for the Apple that contains more of the power and functions of the MS-DOS versions, with the added advantage of the Apple IIGS' graphic and mouse interface.

The original WordPerfect version 1.1 for the Apple IIGS was one of the best, most powerful Apple word processors available. Like the IBM version, it had a vast vocabulary of function key commands. The user was provided with a keyboard template, and with time, memorized the most often-used commands. Version 1.1 came with a large built-in dictionary that was the best dictionary available. The only other Apple II dictionary that came close for ease of use and functionality was Webster's.

WordPerfect version 2.0 still has this excellent dictionary, and an equally easy to use and functional thesaurus has been added.

Version 2.0 is by far the most powerful Apple II word processor around, and now it is the easiest to use, with the graphic and mouse interface. In place of WordPerfect's traditional "clean screen", along the top of the screen there is a series of pull-down menus: all functions are instantly accessible for "point and click". For touch typists who don't like to take their hands from the keyboard, most functions are also available in "Open-Apple-key" equivalents.

WordPerfect has a great advantage over some of the other word processors currently available for the Apple IIGS: it comes with printer drivers for most printers and interface cards, unlike some other programs that only support Apple's Imagewriter and Laserprinter. WordPerfect Corporation also promises that more printer drivers are being added.

WordPerfect's customer support is excellent. The company has provided a free update to all purchasers of WordPerfect version 1.1: the package includes not only a new set of program disks (three 3.5" disks in all), but also a new manual. They also have a modem hotline, and provide telephone numbers for customer questions. Several of the company's employees also have CompuServe numbers, and regularly appear on Maug's bulletin board.

To anyone who is used to Appleworks, WordPerfect will seem a little slow. This is due in part to its use of the GS' graphic display in 16 bit mode. Searches and scrolling through a long file take a few seconds, rather than Appleworks' instant response. WordPerfect is also a much larger program, and takes longer to load. Most users will probably copy the necessary files (WordPerfect is not copy-protected) to a hard disk or ramdisk and run it from there. This is especially necessary when using the dictionary, which runs very slowly from floppy disk.

For anyone who needs a serious word processor, WordPerfect is the one to buy. It provides a wealth of features, including multiple fonts, incremental spacing, subscripts, superscripts, automatic footnoting and endnoting, file conversion from many other word processors, and mail merge in an elegant, easy-to-use package.

## Announcing the Arrival of the LaserWriter II Family

Like the best of families, the second generation of the Apple(R) LaserWriter(R) family is not only bigger, it's better. Featuring significant enhancements in speed, quality of output, network capability, and paper handling, the three new arrivals are also completely upgradeable. Thanks to a new modular design, all three LaserWriter II printers can grow as you do in performance, power, and sophistication. In fact, flexibility seems to run in the family. And that's only part of the story.

### Family Traits

The family resemblance starts with the names: LaserWriter IIsc (for SCSI), LaserWriter IIxt (for network), and LaserWriter IIcx (for network expandable). On the outside, you might find it difficult to tell them apart: all three printers share the same good looks and compact design, they weigh less than their predecessors, and all sport the platinum color to conform with the rest of the Apple family.

On the inside, they share the same new Canon LBP-SX engine that prints up to eight pages a minute and uses a new toner cartridge providing blacker blacks and a longer life than previous LaserWriter cartridges. Since the engine's controller boards are interchangeable, you can upgrade whenever your needs change, preserving your original investment.

In the best family tradition, each printer supports full-page, high-resolution text and graphics (providing 300-dot-per-inch resolution over the entire page), and background printing with MultiFinder(R) so you can continue to use your computer while printing. And the printers will accept many kinds of materials, including standard photocopy paper, letterhead, labels, envelopes, and transparencies.

The whole family comes equipped with an adjustable manual feed slot that makes it more convenient to print envelopes and labels, a facedown output bin that allows forward collation of up to 100 pages, and a removable letter-size paper cassette that holds 200 sheets of paper, and a faceup output tray to facilitate heavier gauge paper. Options include a 200-sheet legal-size paper tray that holds 15 envelopes.

Although the new family members have a lot in common, each printer has its own personality and special talents. Here's a closer look at each printer.

### LaserWriter IIsc

The LaserWriter IIsc is an entry-level, single-user laser printer. It brings the individual Macintosh(R) computer user full-page, high-resolution text and graphics at an affordable price.

The uniqueness of the LaserWriter IIsc lies in how it processes documents. Instead of using the PostScript(R) page description language, the printer relies on the Macintosh to image the page completely inside the CPU, similar to printing with ImageWriter(R) printers. Since no fonts are resident in the printer, they must be installed in the system

file of the Macintosh. The printer is shipped with a disk containing the four most popular font families—Times(R), Helvetica(R), Courier, and Symbol—in 9 to 24-point sizes. Additional fonts will be available in the future.

The LaserWriter IIsc also features a SCSI interface connector that transfers data at high speed for faster printing and allows daisy-chaining of up to six additional peripheral devices. Configured with 1 megabyte of RAM and 16 kilobytes of ROM, the printer is compatible with the Macintosh Plus, Macintosh SE, and Macintosh II with System 5.1 software. And of course, it can easily be upgraded to a LaserWriter IIint or a LaserWriter IIIntx.

#### LaserWriter IIInt

The LaserWriter IIInt is Apple's new mainstream, network printer that is ideal for large office workgroups who need to share printing resources. The printer can be used with an Apple IIgs(R) and Macintosh (512K and up) computer, as well as an MS-DOS(R), OS/2, UNIX(R), or virtually any computer with an RS-232 port and the appropriate software.

The LaserWriter IIInt features built-in support for the AppleTalk(R) Personal Network, which means that up to 31 users can share the printer. It is also compatible with the Apple LaserShare(TM) Print Spooler, and supports Diablo 630 emulation, which allows direct connection to nearly any computer via its RS-232 interface. Because the printer works with any software that outputs PostScript-compatible files, it offers unlimited flexibility in creating and manipulating text and graphics.

The LaserWriter IIInt comes with 11 built-in fonts in a full range of sizes and styles, including Times, Helvetica, Courier, Symbol, Helvetica Narrow, ITC Avant Garde(R), ITC Bookman(R), ITC Zapf Chancery(R), ITC Zapf Dingbats(R), New Century Schoolbook, and Palatino(R). With 1 megabyte of ROM and 2 megabytes of RAM, performance is improved when using multiple fonts and there's plenty of room to download a variety of additional fonts.

The LaserWriter IIInt is compatible with the Macintosh 512K, Macintosh Plus, Macintosh SE, Macintosh II, and Apple IIgs. A simple board swap, upgrades this printer to a LaserWriter IIIntx.

#### LaserWriter IIIntx

The LaserWriter IIIntx is Apple's top-of-the-line, expandable printer, providing unparalleled performance and flexibility, including print speeds up to four times faster than previous LaserWriters.

The printer includes all the features of the LaserWriter IIInt and much more. It is the first laser printer from Apple to feature a 68020 microprocessor, running at a clock speed of 16 megahertz. Configured with 2 megabytes of RAM, the LaserWriter IIIntx is expandable to 12 megabytes for even faster page processing and printing.

In addition to the same 11 resident fonts in the LaserWriter IIInt, the LaserWriter IIIntx features a built-in font expansion slot that allows you to add Font Expansion Cards

(that will be available from third-parties) for additional high-speed, ROM-resident fonts. An external SCSI port enables you to connect up to seven external hard disks for the storage of additional fonts.

Like its closest relative, the LaserWriter IIInt, this printer supports the same connectivity and compatibility with a wide variety of computers and operating systems, with the addition of LaserJet Plus(R) emulation—the widely used standard in MS-DOS and OS/2 environments.

The LaserWriter IIIntx is compatible with the Macintosh 512K, Macintosh Plus, Macintosh SE, Macintosh II, and Apple IIgs.

#### The Beginning (and End) of an Era

Because these three new products represent a major advance in laser printing, they replace the existing LaserWriter products in Apple's product line. Of course, Apple will continue to service and support these printers, however, and will continue to provide the letter-sized and legal-sized paper cassettes and toner cartridges, and upgrade kits.

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